



Elbert County, CO

The National Community Survey

Key Findings

2020 Results



Polco



NRC

The NCS™ was developed by NRC survey scientists in partnership with International City/County Management Association. The ICMA/NRC initiative resulted in:

1. A standard questionnaire administered in approximately 70 communities yearly across the nation
2. Over 250 participants
3. Over 300 participants in The NCS in over 40 states
4. Over 550 jurisdictions in the full database

The NCS captures residents' opinions within the three pillars of a community: Community Characteristics, Governance and Participation.



The NCS™ in Elbert County:

- Survey conducted from December 2, 2020 to January 20, 2021
- Multi-wave, mailed survey to 2,700 households
- Approximately 660 responses, providing a response rate of 25%
- Scientific and open participation responses
- Results statistically weighted to reflect Elbert County overall

Facets of Community Livability





The NCS & Elbert County

- First iteration of The NCS
- Scientific sample of 2,700 households
 - 660 responses; 25% response rate
 - $\pm 4\%$ margin of error

Expanded
sample

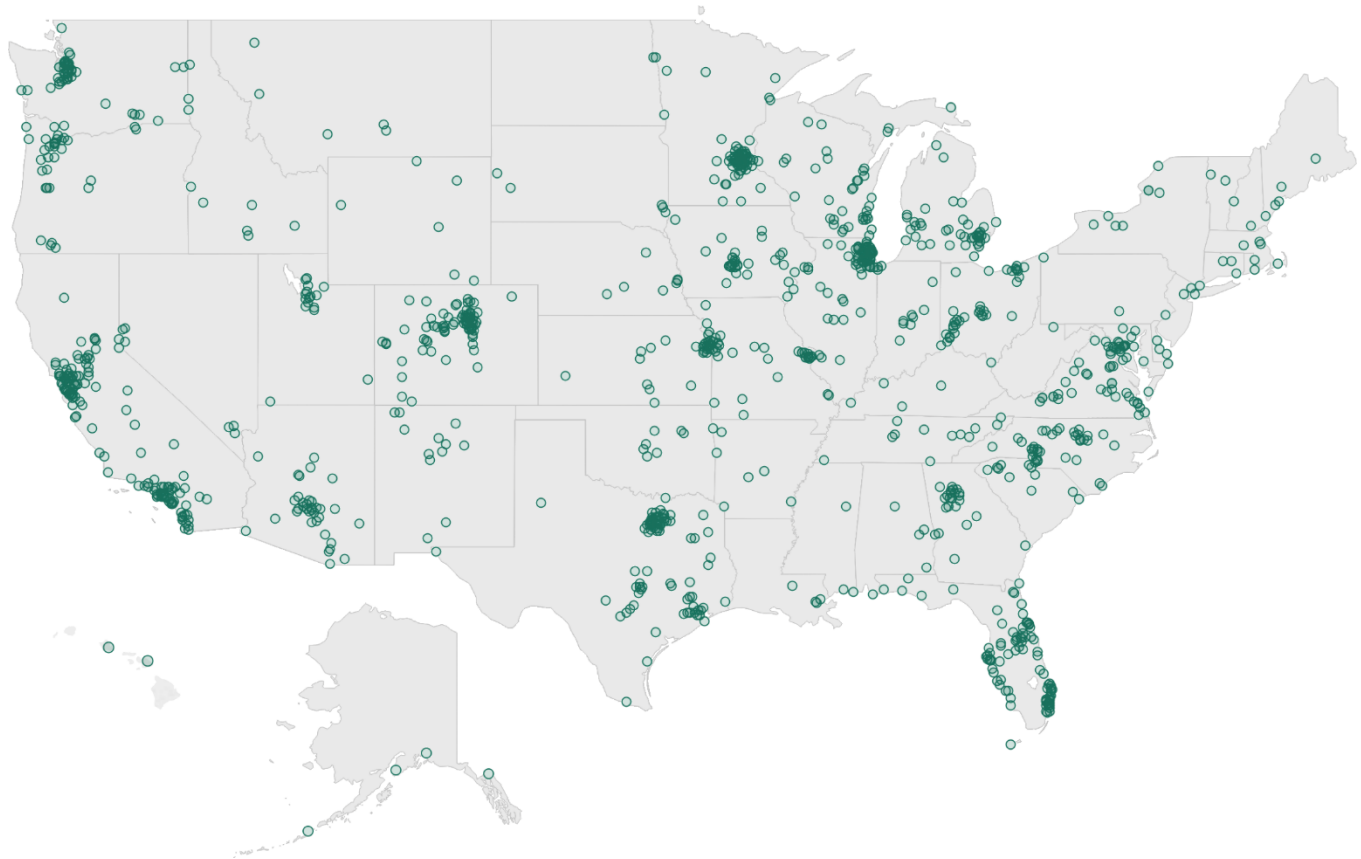
Online option

Presentation of
results

Geographic
comparisons

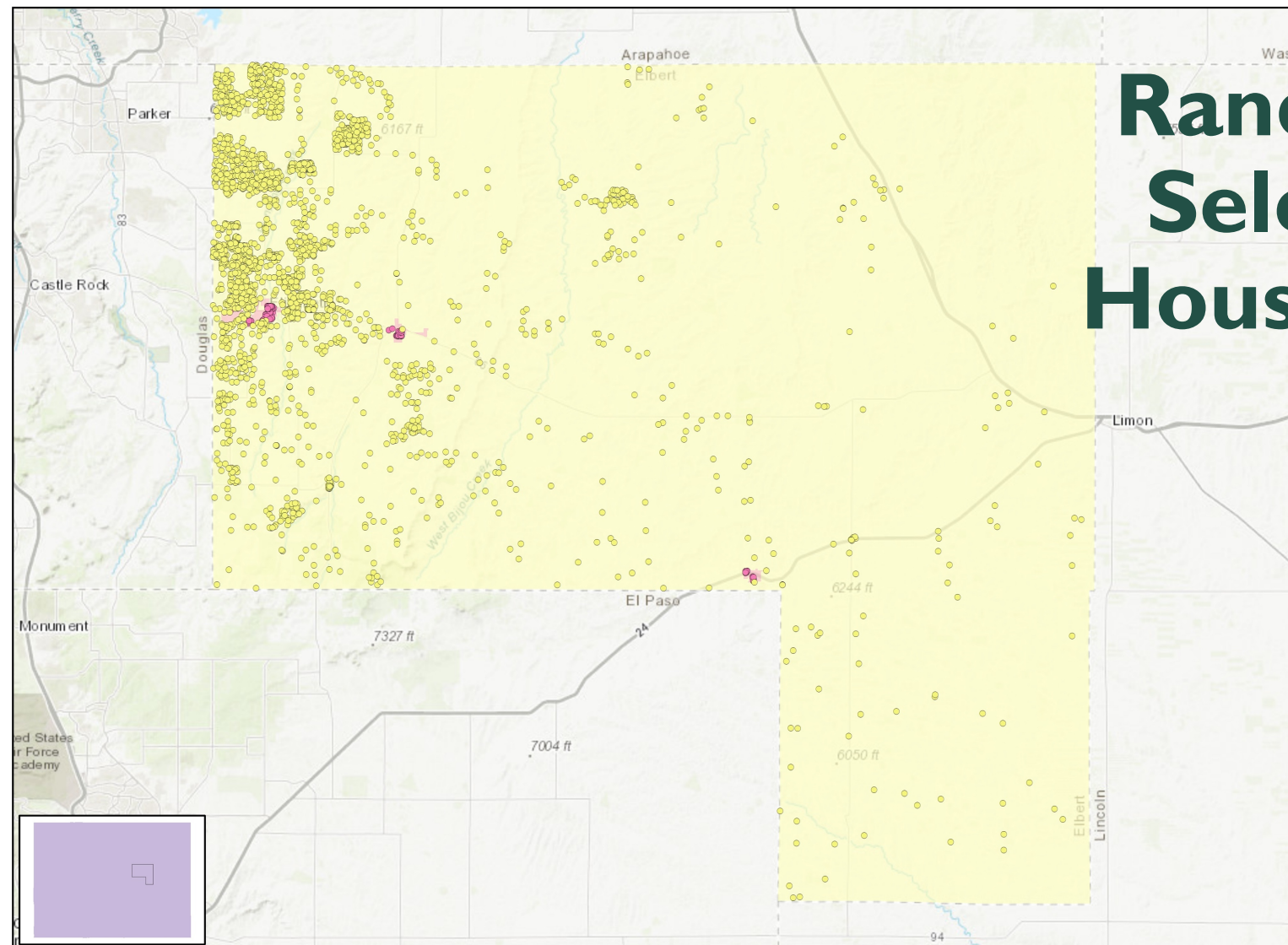
Demographic
comparisons

National Benchmark Comparisons





Randomly Selected Households



Disruptive Times

- Physical, emotional and economic challenges
- Declining Public trust
- Social discord

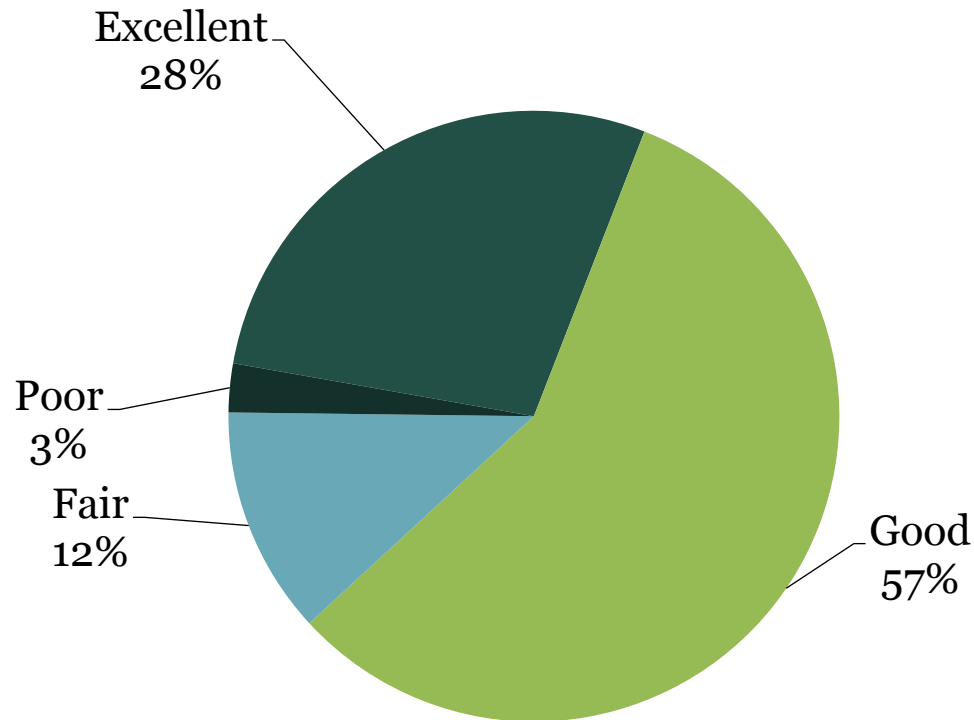




Survey Overview

Quality of Life in Elbert County

Overall Quality of Life 2020



2020 Community Characteristics

Highest

Lowest

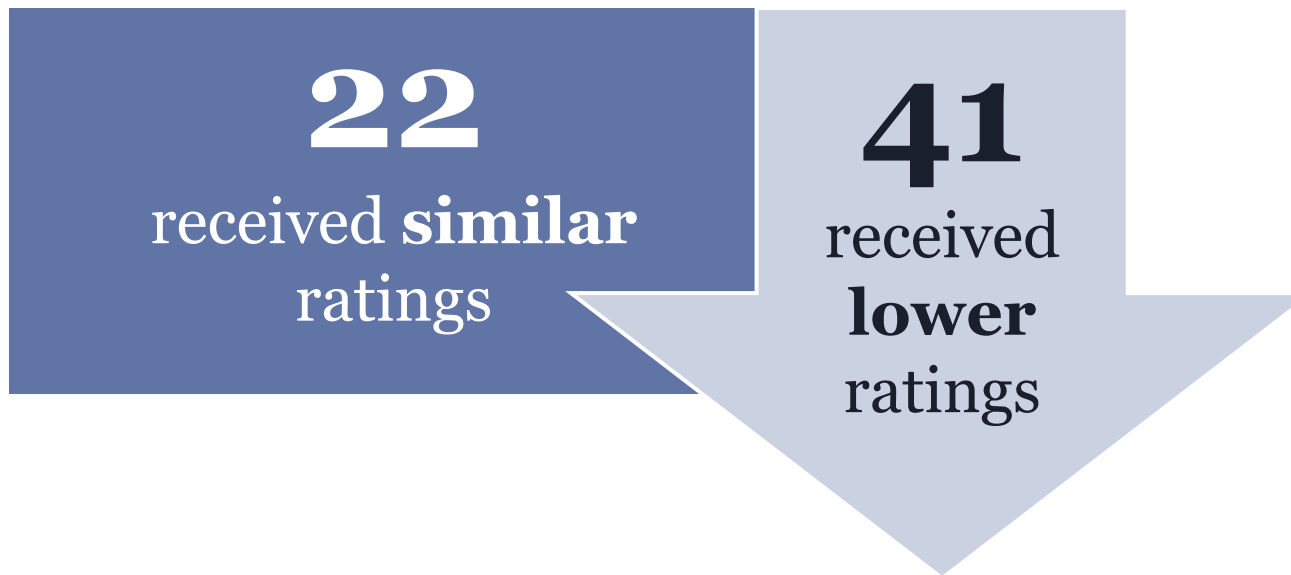


- ☐ Ease of travel by car
- ☐ Cleanliness
- ☐ Overall quality of the natural environment
- ☐ Overall feeling of safety
- ☐ Air quality

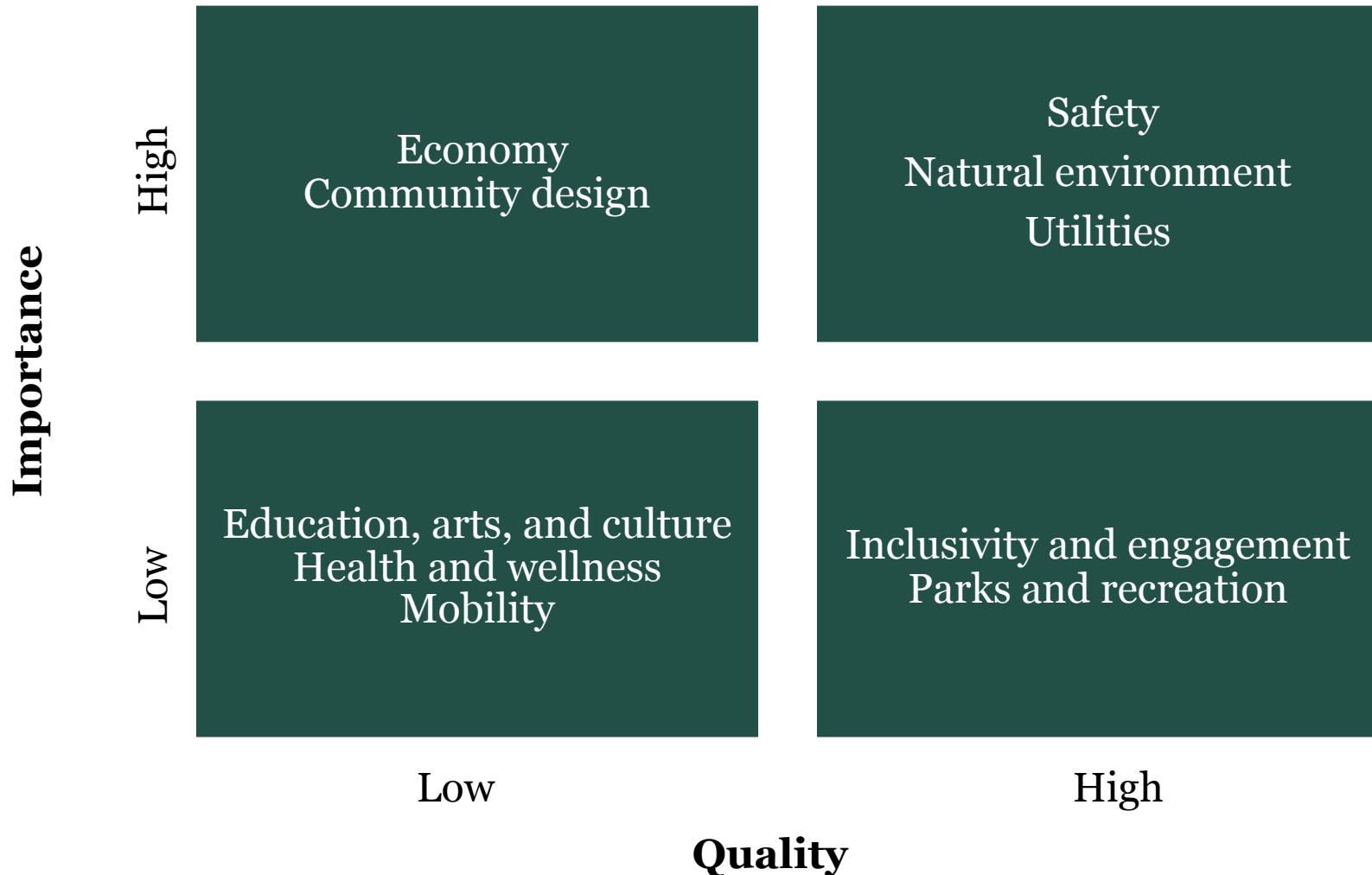
- ☐ Ease of travel by public transportation
- ☐ Employment opportunities
- ☐ Water resources
- ☐ Adult education opportunities
- ☐ Opportunities to attend cultural/arts/music activities



2020 National Benchmark Comparisons: Community Characteristics

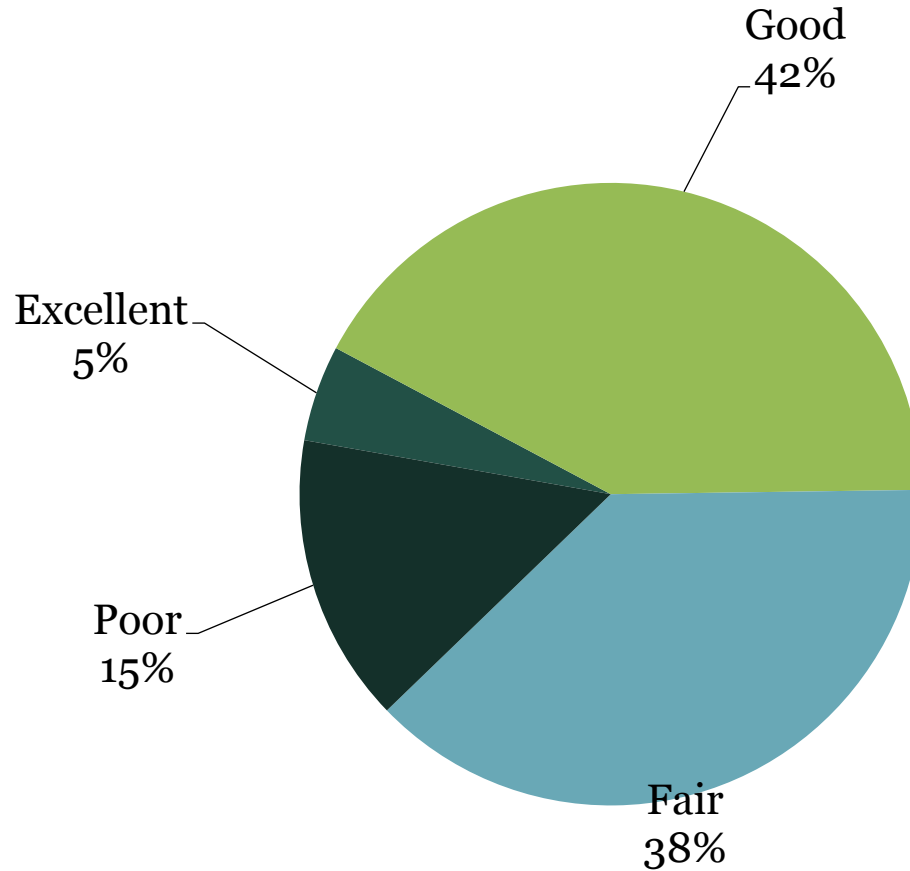


Facets of Livability: Balancing Performance and Importance



Quality of Services in Elbert County

Overall Quality of County Services 2020



2020 Community Characteristics

Highest



- ☐ Ambulance or emergency medical services
- ☐ Power utility
- ☐ Police/Sheriff services
- ☐ Crime prevention
- ☐ Fire prevention and education

Lowest



- ☐ Bus or transit services
- ☐ Land use planning and zoning
- ☐ Recreation programs or classes
- ☐ Street repair
- ☐ Affordable high speed internet access





2020 National Benchmark Comparisons: Elbert County Service Ratings





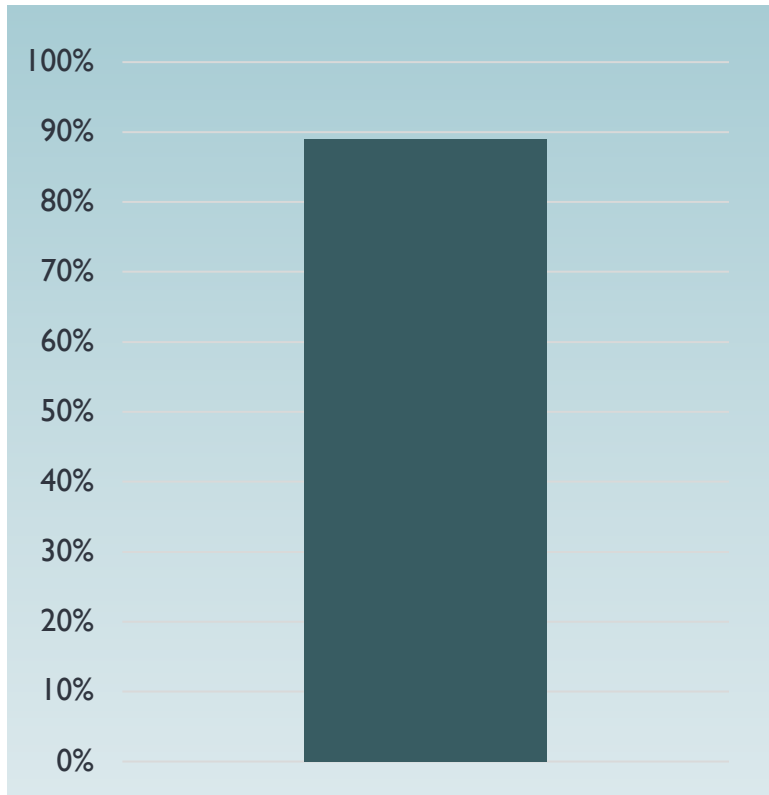
Survey Highlights



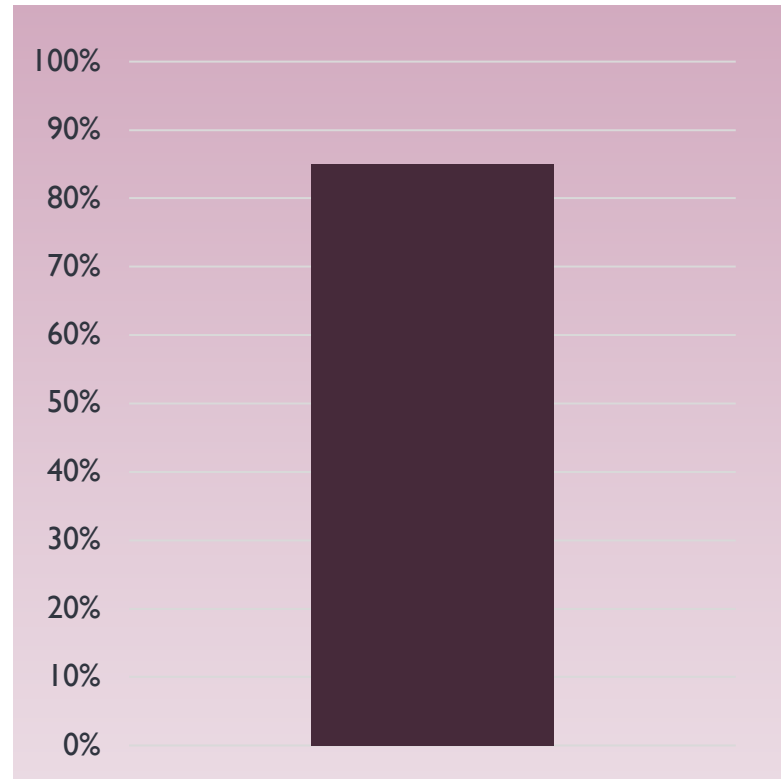
Key
Finding
#1

Resident's value their quality of life in Elbert County and feel safe in the community.

Quality of Life



Elbert County as a place to
live



Overall quality of life in
Elbert County

Resident support for Elbert County

87%

of residents reported they were likely to recommend living in Elbert County to someone who asks

84%

of community members plan on remaining in the county for the next five years

Percent very likely or somewhat likely

How safe or unsafe resident's feel...



In Elbert
County/Towns
downtown/
commercial districts
during the day



In their
neighborhood
during the day



From violent
crime



From property
crime

Percent very safe or somewhat safe

Overall Feeling of Safety

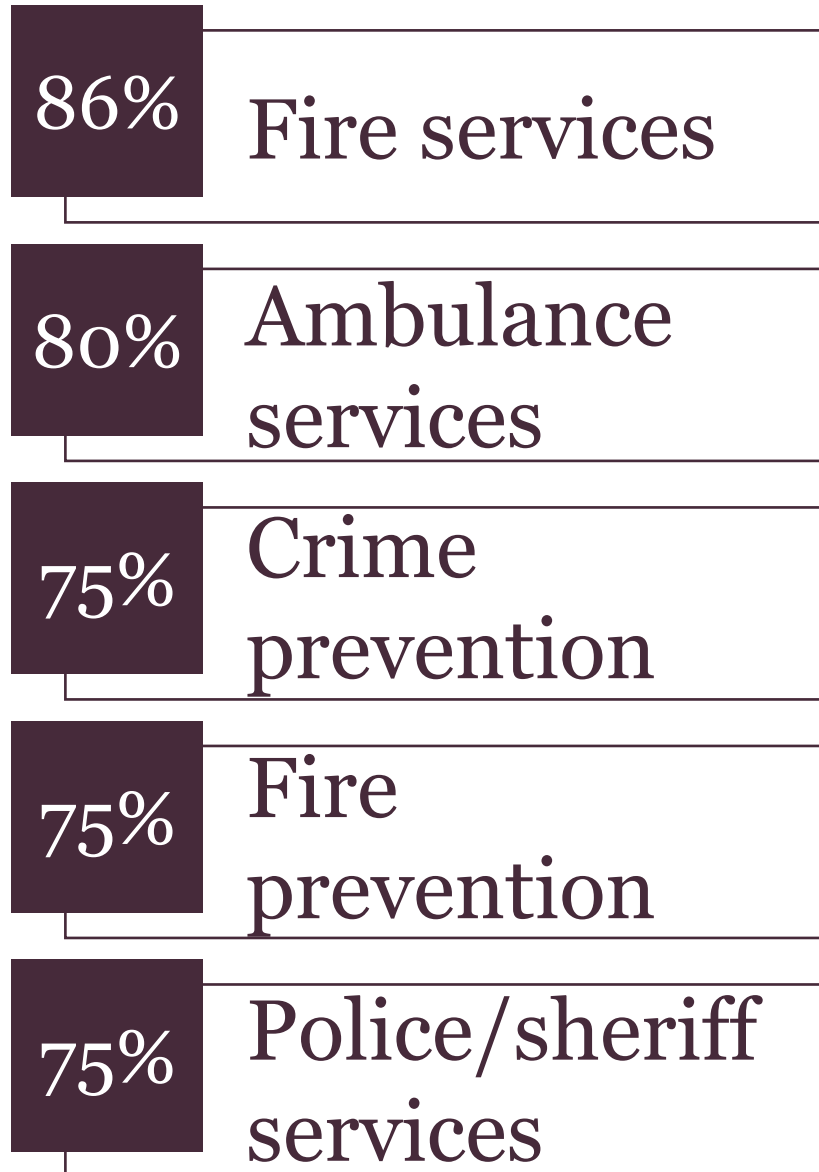
83%



of community members positively
rated the overall feeling of safety in
the community.

Percent excellent or good

Safety Services in Elbert County



Percent excellent or good

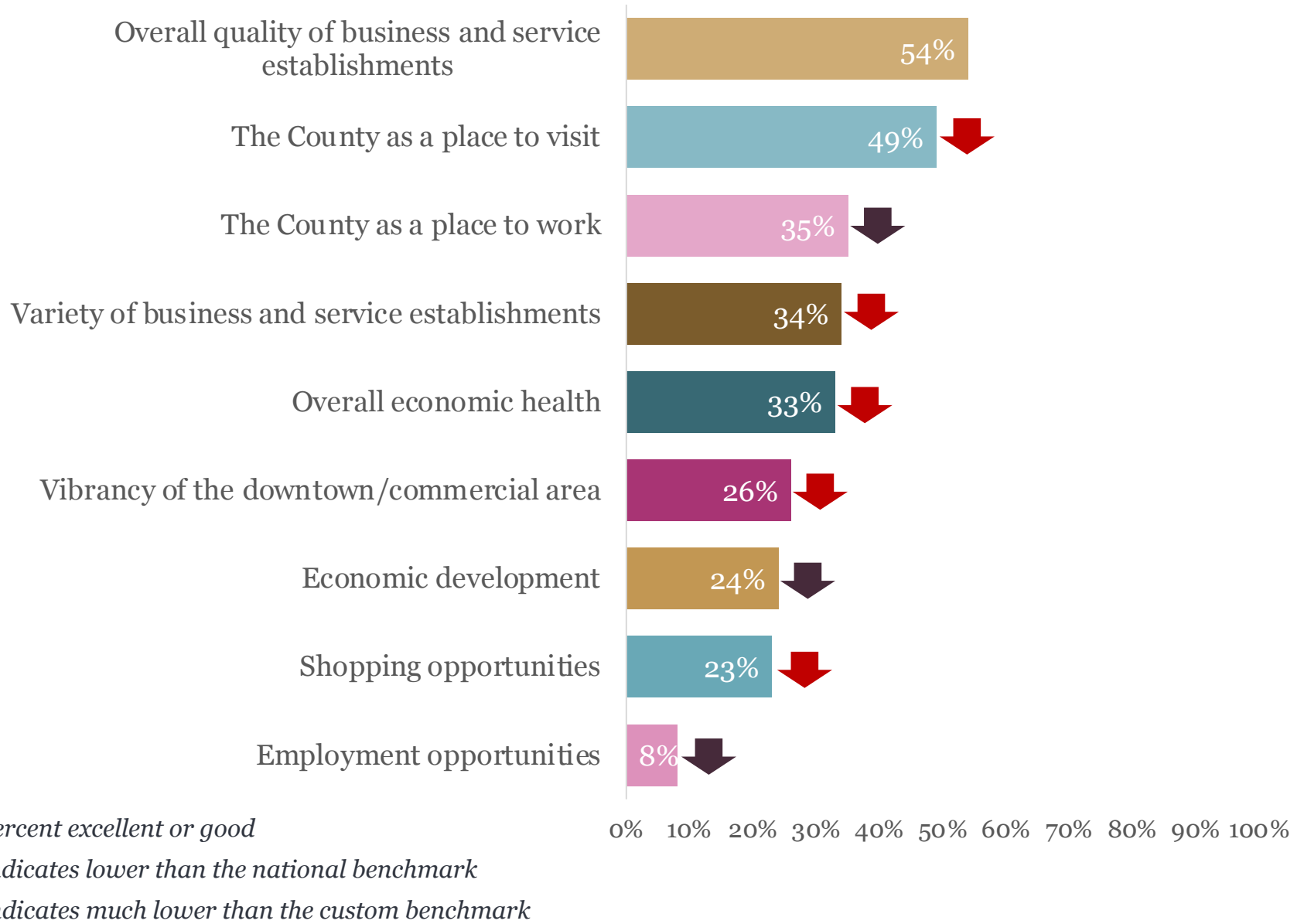




Key
Finding
#2

**Elbert County's economy is an
area for growth.**

Economy in Elbert County

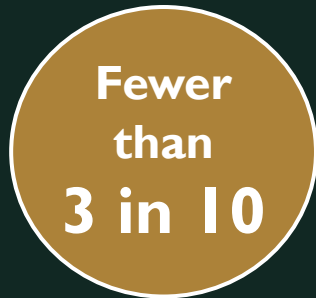




Key
Finding
#3

While community members rate local government services in the county below the nation and would like to see improvement, they are not supportive of tax increases to help the county address COVID-19 recovery.

Public Trust



Excellent or good

- Welcoming resident involvement
- Overall direction of the government*
- Informing residents about issues facing the community
- Generally acting in the best interest of the community
- Transparency of the government*
- Overall confidence in Elbert County government

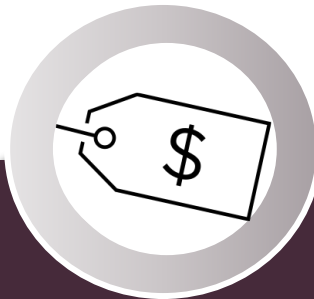
** Indicates a score much lower than nation*

Taxes for COVID-19 Recovery



43%

Raising fees
for county
services



41%

Sales tax
increase



17%

Property
tax increase

Percent strongly support or somewhat support

Cutting Services for COVID-19 Recovery

A stack of coins, likely US quarters, is positioned in the center-left of the frame. The background is a blurred collage of various banknotes, including US dollars and Euro notes, creating a financial theme. The text '72%' is overlaid in a large, light blue font, partially obscuring the coins.

72%

of residents opposed the county cutting or decreasing county services.



Key
Finding
#4

While Elbert County residents report faring better than the nation during the COVID-19 pandemic, the impacts are still significant.

Faring Well in the COVID-19 Pandemic



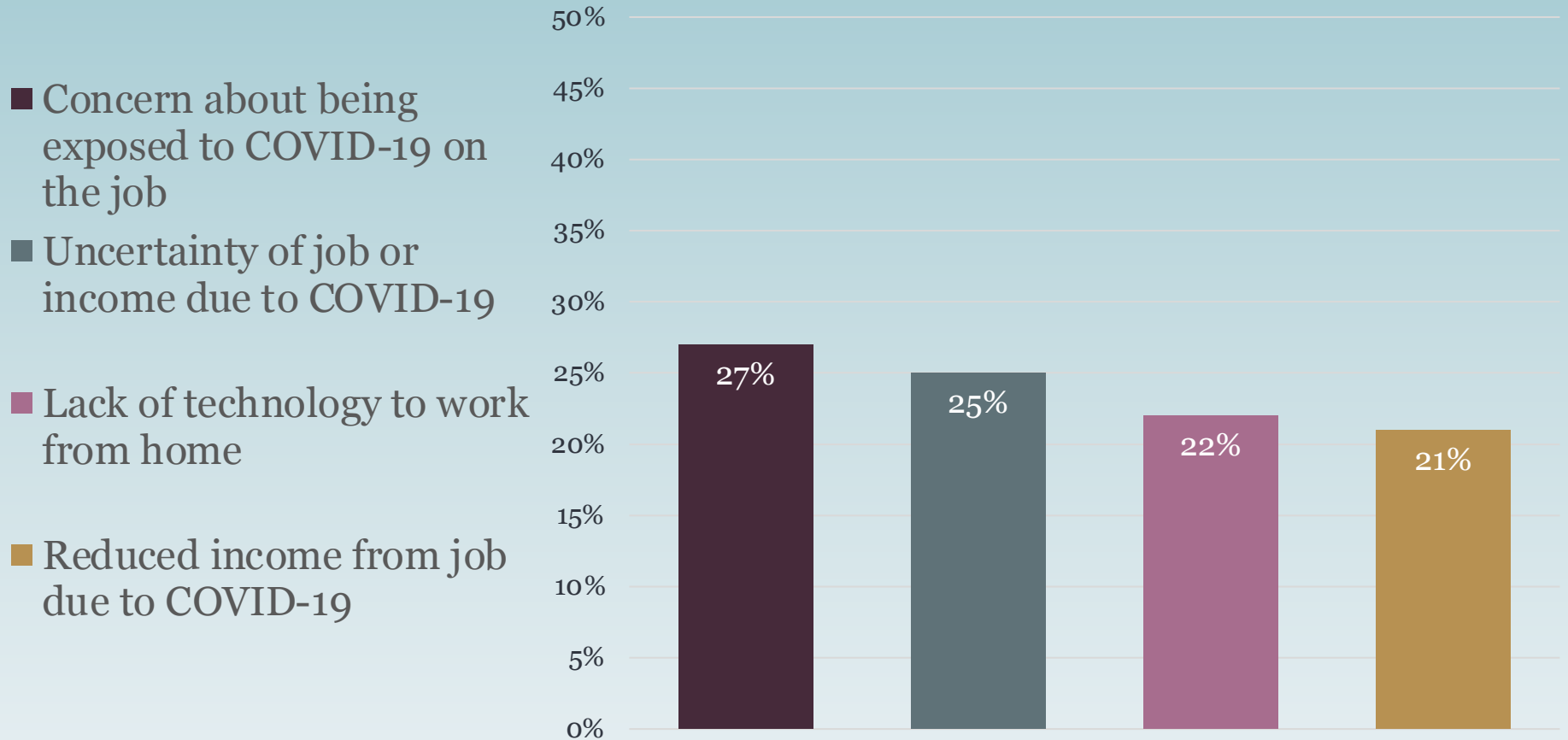
92% of residents rated their household's overall physical health as excellent or good.

86% gave positive marks to their overall emotional/social health.

83% positively rated their overall economic health.

Percent rated excellent or good

COVID-19 Largest Areas of Concern



*Percent major problem or moderate problem
responses receiving less than 20% problem not shown



Conclusions

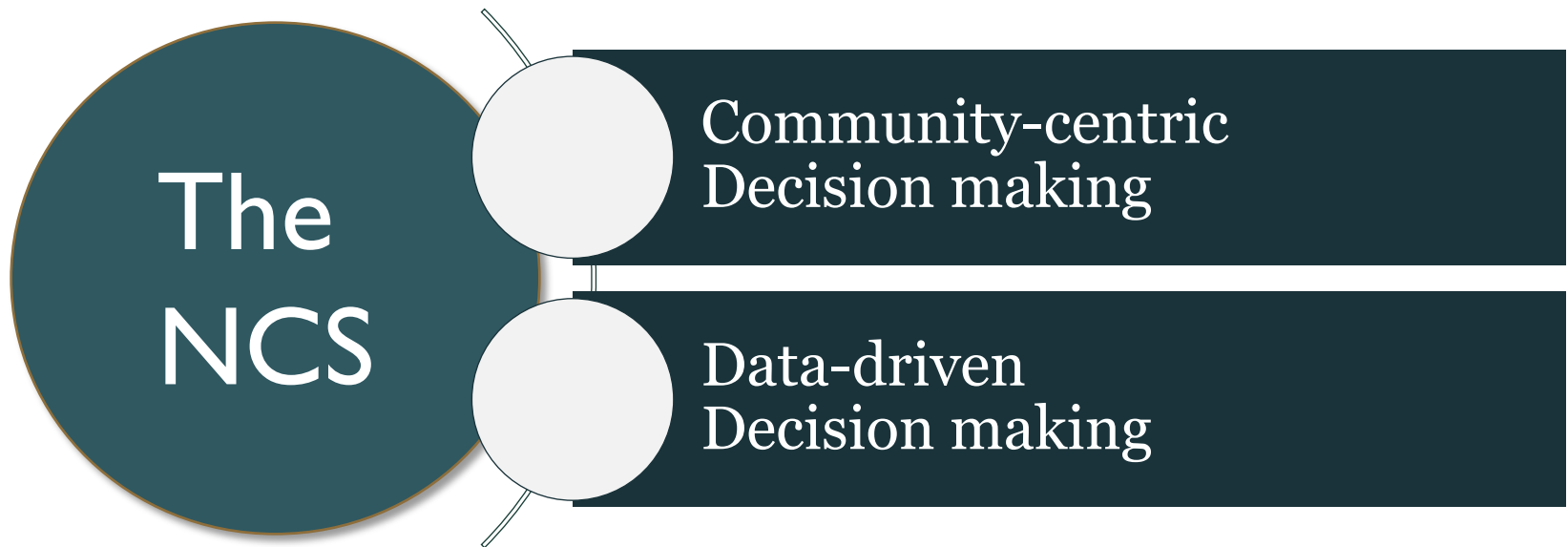
Residents value their quality of life and feel safe in the community.

Elbert County's economy is an area for growth

While community members rate local government services in the County below the nation and would like to see improvement, they are not supportive of tax increases to help the county address COVID-19 recovery.

While Elbert County residents report faring better than the nation during the COVID-19 pandemic, the impacts are still significant.

Moving Forward



Envision, Engage, Educate, Earmark, Enact, Evaluate

<https://blog.polco.us/the-es-of-action>



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n-r-c.com

Exclusive partners of:



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Thank you!



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